



**OPPORTUNITY**

Where change  
gets real.



**Reference: 0231-25**

**Salary: Competitive**

**Contract Type: Permanent**

**Basis: Full Time**

## Job description

### Job Purpose:

The Deputy Director of International Recruitment is responsible for providing strategic and operational leadership and direction in the development and execution of a global recruitment plan which will deliver year-on-year international income growth of over £30m+ of income to the University on an annual basis.

The role-holder will work closely with the Director of International Recruitment and Development to devise and implement a plan which successfully operationalises the University's global recruitment and market engagement strategy - ensuring the delivery of consistent and repeatable international income growth, channel and nationality diversity, brand building and wider international engagement to agreed targets.

As Deputy Director, the postholder will play a key role in high-level decision making, lead cross functional strategic initiatives, and deputise for the Director of International Recruitment and Development as required, both internally and externally. The role will provide visible leadership across teams and to external partners, fostering a culture of high performance, innovation, and service excellence.

The postholder will have responsibility for key recruitment 'levers' such as the multi-million-pound international scholarships strategy and oversee and effectively manage all global B2B recruitment partners. They will set high standards in the delivery of data-driven international market engagement plans, a customer service led approach to all relevant customers and stakeholders, and the management of a highly focused, innovative and motivated international sales team.

### Main Duties/Responsibilities:

#### ▶ **Market Development Strategy**

- ▶ Provide strategic leadership in the development and implementation of a multi-year data-led global market recruitment plan aligned to the University's ambitions.
- ▶ Ensure the development of reliable pipelines of international students across markets and channels, build the University's international brand profile and be agile and adaptable, balancing risks associated with the peaks and troughs inherent in global recruitment.
- ▶ Establish and manage a timely planning process which ensures Aston University is 'ready for market' at the appropriate time in each region/market, maximising market opportunities.
- ▶ Ensure proactive and agile budget management and control mechanisms are in place across recruitment teams, delivering to agreed ROI measures.
- ▶ Lead on the development and management of key 'levers' of recruitment such as the International Scholarship Strategy, ensuring the scheme is fit for market at the right time, fair and meets agreed ROI measures.

#### ▶ **B2B Channel Partner Service Management**

- ▶ Develop and lead a new data-led global account management approach focused on delivering service excellence to and repeatable business from B2B international recruitment channel partners (agents, aggregators, online platforms, schools, colleges, foundation providers, etc).
- ▶ Develop and manage an international sponsor engagement strategy to strategically increase enrolments through the close account management of this channel and position Aston University as a preferred partner to key sponsors
- ▶ Oversee the portfolio of B2B accounts, ensuring clear and consistent ownership, management and engagement, and lines of responsibility for all accounts.

- ▶ In conjunction with the Director, International Recruitment lead on commercial management of the B2B network; ensuring commercial contract terms deliver value for the University, negotiating bespoke recruitment agreements with Gold/Silver accounts and balancing the B2B versus B2C recruitment mix.
- ▶ In conjunction with teams across the department, design and implement SLAs to support improved service standards and communications to the B2B network, ensuring recruitment partners receive informed and timely responses to enquiries throughout their interaction with Aston University.
- ▶ Ensure adherence to all international recruitment compliance requirements, as directed by the Global Operations team, and implement BUILA agent management best practice guidelines into B2B management practices.

#### ▶ **Global Market Intelligence**

- ▶ Lead a strategic framework for gathering and disseminating global marketing intelligence, ensuring it informs academic portfolio development and future market engagement planning.
- ▶ Create clear standards and consistent templates for the capture and use of market intelligence data which feed into market development activities.
- ▶ Provide regular, well-researched and data-informed feedback to academic colleges on market opportunities, challenges and product/portfolio development options.

#### ▶ **Sales Management & Performance**

- ▶ In conjunction with the Director of International Recruitment and Development, lead on setting strategic sales priorities and ensuring these are translated into operational plans.
- ▶ Provide operational oversight and monitoring of all in-market recruitment activities in-cycle, working in close collaboration with UG and PGT Admissions teams to provide timely and consistent recruitment performance forecasts and updates against target to senior management.
- ▶ Create an agile sales management infrastructure which allows for dynamic market conditions and spreads recruitment risks across markets, channels, colleges, study levels and subject areas.
- ▶ Work collaboratively with academic colleges to develop college level recruitment plans which complement the University's central recruitment objectives
- ▶ Develop new recruitment processes to support growth and diversification, for example, by developing a new product launch process to launch new programmes in international markets.
- ▶ In conjunction with the Head of Global Operations, re-design and implement the international scholarship management processes. Develop timely, consistent and market-orientated approach to international scholarship management which increases the attractiveness of the c.£3 million scheme – ensuring effective and timely processing, accurate and regular reporting and ensuring the scheme overall is an effective recruitment tool.

#### ▶ **Sales Team Management**

- ▶ Provide strategic leadership to and line manage the International Recruitment Team, including oversight, management and possible expansion of Aston University's overseas recruitment hubs.
- ▶ Set ambitious market targets for the team, based on the broader institutional objectives, and closely monitor performance on an ongoing basis
- ▶ Develop a 'can do' customer service focused ethos for all international external and internal stakeholders.
- ▶ In conjunction with the Head of Global Operations, create a new suite of processes which enable improved efficiency and a more consistent approach in the management of the global recruitment function.

- ▶ In conjunction with the Head of Global Operations, monitor and continuously evaluate the overseas trip planning, sign-off and risk assessment procedures, ensuring overseas activities are well planned and executed, undertaken safely and meet ROI objectives.
- ▶ Ensure compliance to all relevant processes and procedures, as outlined by the Global Operations Team, and to all new processes in relation to the implementation of the University's CRM system.
- ▶ Manage the on-boarding and ongoing development of staff within the team, ensuring team members undertake consistent and relevant training which enables them to promote the University effectively in international markets.

### **Additional responsibilities**

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

## Person specification

	Essential	Method of assessment
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>▶ Educated to undergraduate level or higher, preferably in business, marketing, or sales.</li> </ul>	Application form
<b>Experience</b>	<ul style="list-style-type: none"> <li>▶ Detailed knowledge and experience of working in international student recruitment markets globally, including experience of recruitment in at least one of China, India or Nigeria.</li> <li>▶ Evidence of consistently meeting or achieving targets.</li> <li>▶ Experience of designing business processes which deliver significant service level improvements to key stakeholders.</li> <li>▶ Strong track record in the effective management of resources and delivery to ROI objectives.</li> <li>▶ Strong record of managing and motivating a distributed recruitment or sales team.</li> <li>▶ Evidence of challenging the status quo to deliver operational efficiencies which support growth objectives.</li> <li>▶ Evidence of managing large and complex processes.</li> <li>▶ Evidence of compliance to various regulations which impact upon international recruitment e.g. GDPR, CMA, UKVI compliance etc.</li> <li>▶ Experience of providing leadership and direction at a senior level in a complex organization</li> <li>▶ Proven ability to lead strategic initiatives and contribute to institution-wide planning and decision-making processes</li> <li>▶ Demonstrable experience of acting as a senior representative in international and external engagements</li> </ul>	Application form and interview

	Essential	Method of assessment
<b>Aptitude and skills</b>	<ul style="list-style-type: none"> <li>▶ Highly developed people and project management skills.</li> <li>▶ Highly data literate with strong communication and persuasion skills, able to communicate with authority and clarity to a broad range of stakeholders (both internal and external) across at multiple levels of an organisation.</li> <li>▶ Comfortable challenging colleagues to change work practices and bring positivity to the work environment.</li> <li>▶ Pro-active, driven and self-motivated.</li> <li>▶ Have a good network of contacts across the higher education sector.</li> <li>▶ Have a strategic mindset with a proven track record of devising and implementing successful and creative international recruitment strategies.</li> <li>▶ Ability to develop creative and innovative solutions to complex and changeable problems in a fast-paced market-driven environment.</li> <li>▶ A broad understanding of a range of legislation which impacts on higher education recruitment and marketing, including UCAS, CMA, GDPR, UKVI visa compliance etc.</li> <li>▶ Ability to lead and inspire cross-functional teams, drive cultural change and deliver strategic objectives through others.</li> <li>▶ Demonstrate political acuity and ability to operate confidentially in senior-level forums, both internally and externally.</li> </ul>	Application form and interview

	Desirable	Method of assessment
<b>Education and qualifications</b>	<ul style="list-style-type: none"> <li>▶ Completed additional industry qualifications and/or hold relevant accreditations e.g. CMI qualifications.</li> </ul>	Application form

	Desirable	Method of assessment
	<ul style="list-style-type: none"> <li>▶ Hold a relevant master's degree.</li> <li>▶ Hold or be working towards a relevant postgraduate or professional qualification in leadership, strategy or international business</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>▶ Experience of delivering growth across a range of smaller recruitment markets</li> <li>▶ Experience of working with globally distributed teams.</li> <li>▶ Detailed understanding of education systems across a range of key recruitment markets</li> <li>▶ Experience of project managing large scale events</li> <li>▶ Experience of stepping into or covering for a Director-level role</li> <li>▶ Involvement in strategic planning, budget-setting, and performance monitoring at an organizational level.</li> </ul>	Application form and interview

## University values

All staff are expected to demonstrate/promote the University's values and expectations, which are an integral part of our strategy and underpin the culture of the University. In addition, our leaders are expected to be accountable, help to execute strategic visions of the University and share and set clear expectations that inspire those around them.

Values + Behaviours

				
<b>Innovation</b>	<b>Collaboration</b>	<b>Ambition</b>	<b>Inclusion</b>	<b>Integrity</b>
We strive for excellence within ourselves and others, providing solutions to new and existing challenges.	We work best when we are collaborative, working together to contribute to the Aston community.	We strive together for improvement and innovation looking ahead to see the bigger picture.	We treat everyone in our community equally and how they would like to be treated.	We are open, honest and fair. We take ownership of the way we work and how we treat each other.

## How to apply

You can apply for this role online via our website <https://www2.aston.ac.uk/staff-public/hr/jobs>.

Applications should be submitted by 23.59 on the advertised closing date.

All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted.

If you require a manual application form, then please contact the Recruitment Team via [recruitment@aston.ac.uk](mailto:recruitment@aston.ac.uk).

## Contact information

**Enquiries about the vacancy:**

**Name:** Matthew Dean

**Job Title:** Director of International Recruitment

**Email:** [m.dean@aston.ac.uk](mailto:m.dean@aston.ac.uk)

**Enquiries about the application process, shortlisting or interviews:**

Recruitment Team via [recruitment@aston.ac.uk](mailto:recruitment@aston.ac.uk) or 0121 204 4500.

## Additional information

Visit our website <https://www2.aston.ac.uk/staff-public/hr> for full details of our salary scales and benefits Aston University staff enjoy.

**Salary scales:** <https://www2.aston.ac.uk/staff-public/hr/payroll-and-pensions/salary-scales/index>

**Benefits:** [Benefits and Rewards | Aston University](#)

**Working in Birmingham:** <https://www2.aston.ac.uk/birmingham>

**Employment of Ex-Offenders:** Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

### Eligibility to work in the UK:

Non-UK/Irish nationals will require a visa or immigration permission that allows them to work in the UK.

The most common work visas are the [Skilled Worker](#), [Global Talent](#) and [Graduate](#) immigration routes. You can find more information about these visa categories on our [web page for candidates](#). The [UKVI website](#) provides further detail about different work visas and the eligibility criteria for each.

### Academic Technology Approval Scheme (ATAS):

If you will conduct research in your role and you apply for a Skilled Worker or Temporary Worker GAE visa, you may need to apply for and obtain ATAS clearance before Aston can issue a Certificate of Sponsorship for your visa application.

This process can take at least 6 weeks to process, and Aston will consider this when confirming your expected start date. Processing times will increase between April and September and can longer to complete.

There is no fast-track option available. ATAS certificates will be processed in order of receipt.

You can find more information about ATAS on our candidate immigration page.

### Before you start and Right to Work

#### 90-day entry vignette

If you have applied for your visa outside of the UK, you will receive a vignette in your passport which is usually valid for 90 days. Please make sure to travel to the UK within the 'valid from' and 'valid to' dates on this visa. If you entered the UK before or after these dates, you would not 'activate' the visa and you would need to leave and re-enter the

country.

You will also receive a decision letter confirming details about your immigration permission and where to collect your Biometric Residence Permit.

### Cost of Living - Estate and Letting Agents

There are numerous Estate and Letting Agents in and around Birmingham that can help you find suitable accommodation. The Midland Landlord Accreditation Scheme provides a list of professional agencies and landlords who have applied with them for accreditation. Whilst accreditation is not a guarantee of quality, it provides some reassurance about the standard of the service they provide.

You can also use property search websites such as Rightmove or Zoopla.

### **Equal Opportunities**

Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

### **Data Protection**

Your personal data will be processed in compliance with the Data Protection Act 2018 and the General Data Protection Regulation ((EU) 2016/679) ("GDPR"). The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <https://www2.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at <https://www2.aston.ac.uk/staff-public/hr/policies>

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